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## **Article - [bigmetaverse.co.uk/2022/08/05/decentraland/](https://bigmetaverse.co.uk/2022/08/05/decentraland/)**

### **Decentraland**

**Decentraland** is a 3D [virtual world browser-based](#) platform.<sup>[3]</sup> Users may buy virtual plots of land in the platform as [NFTs](#) via the MANA [cryptocurrency](#), which uses the [Ethereum blockchain](#).<sup>[4]</sup> It was opened to the public in February 2020,<sup>[2]</sup> and is overseen by the nonprofit *Decentraland* Foundation.

### **History**

*Decentraland* was created by [Argentinians](#) Ari Meilich and Esteban Ordano,<sup>[1]</sup> and has been in development since 2015.<sup>[5]</sup> When it launched in 2017, parcels of digital land sold for about \$20,<sup>[6]</sup> and mana tokens sold for \$0.02.<sup>[1]</sup> The game's first map, Genesis City, was made up of 90,601 parcels of land.<sup>[5]</sup> It raised \$26 million in its [initial coin offering](#) (ICO) in 2017.<sup>[1]</sup>

In April 2021, during a surge in popularity for [NFTs](#), parcels sold for between \$6,000 and \$100,000.<sup>[6]</sup> Because of the relatively small pool of mana, the currency is volatile, spiking to as high as \$5.79 after events like [Facebook](#)'s rebrand to [Meta](#).<sup>[3][7]</sup>

In late 2021 and early 2022, major brands appeared in Decentraland or bought "properties" in it. These include [Samsung](#), [Adidas](#), [Atari](#), [PricewaterhouseCoopers](#) and [Miller Lite](#), and [Sotheby's](#) held its first metaverse auction, and in March 2022, Decentraland hosted Metaverse Fashion Week in which major fashion brands appeared, including [Dolce & Gabbana](#), [Tommy Hilfiger](#), [Elie Saab](#), [Nicholas Kirkwood](#), [Perry Ellis](#), [Imitation of Christ](#), and [Estée Lauder](#).<sup>[8][9][10][11][12][13][14][15]</sup> Music artists including [Deadmau5](#) and [Grimes](#) held concerts in the platform.<sup>[16][17]</sup>

### **Reception**

In March 2020, Luke Winkie, writing for [PC Gamer](#), described the game as "rickety", noting numerous bugs and the game's "brutally long loading times", as well as hard-locks related to the game's cryptocurrency-based authentication process. Winkie described the platform as having a strongly [libertarian](#) political bent, saying "*Decentraland* is a truly fascinating concept. It peels back like an onion, revealing a [Radian](#) fever-dream built with [Roblox](#) textures".<sup>[15]</sup>

According to Eric Ravenscraft of [Wired](#), activity on the platform is unclear, with the world mostly empty and with a number of concurrent users of around 1,600 in 2021, a figure that might

include inactive users who remain logged on.<sup>[3]</sup> Ravenscraft wrote that *Decentraland* was buggy with poor moderation.<sup>[3]</sup> Users have minted NFTs of avatars with slurs in their names and at one point the name "[Jew](#)" was for sale for \$362,000.<sup>[3]</sup> Despite the community voting in favor of adding "[Hitler](#)" to the banned names list, there were not enough votes for the [decentralized autonomous organization](#)'s (DAO) [smart contract](#) to execute.<sup>[3]</sup> Ravenscraft also said the game currently feels reminiscent of an [early access](#) game.<sup>[3]</sup>

In January 2022, a video clip of a [rave](#) in *Decentraland* was posted to [Twitter](#) by DJ Alex Moss. The clip went viral and was widely mocked on social media.<sup>[18][19][20][21]</sup> Zack Zwiezen, writing for [Kotaku](#), unfavorably compared the clip to similar virtual concerts and parties in [AdventureQuest 3D](#), [Fortnite](#), [Roblox](#), and [VR Chat](#), and described the look of the game itself as similar to "a fictional game that was tossed together in a few hours for an episode of [CSI: Whatever City](#), in which the investigators are trying to solve a murder that involves some 'new' and 'popular' online world."<sup>[21]</sup> Prompted by the clip, Jason Koebler of [Vice](#) investigated other raves held on the platform, and described the experience as mostly empty and plagued by technical bugs.<sup>[22]</sup>

In January 2022, Zachariah Kelly writing for [Gizmodo](#), reviewed a virtual version of [Melbourne Park](#) created in *Decentraland* to promote the [Australian Open](#). Kelly praised the 3d models created for the project, as well as the platform's ability to run in a browser, but poor draw distance and other issues made it feel "clunky" and lacking in activity. Kelly was also skeptical of the necessity for blockchain and NFTs.<sup>[23]</sup> Kelly Revisited *Decentraland*'s Australian Open space several days later, to review the closing concert. He said his experience was plagued by technical issues, and that footage of the event taken by others were unfavorably compared to online concerts held on other platforms, such as [Fortnite](#).<sup>[24]</sup>

Source - <https://en.wikipedia.org/wiki/Decentraland>

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